

Note for Rafferty, Shelby

\*\*\* URGENT \*\*\*

**From:** Wilson1, Chris (Y R)  
**Date:** Fri, Sep 6, 1996 7:23 PM  
**Subject:** 1997 Media/Production increases  
**To:** Rafferty, Shelby

File  
(97) ~~Adopting~~  
Media  
Plan

Shelby,

Per our earlier discussion, below please find some rationale for increased media/production expenditures in 1997

BOSTON OOH/Taxi tops etc:

In Boston, despite a difficult media market for Parliament because of the adverse tobacco environment and because of overall limited quality availability's, we have managed to increase our OOH showings in 1996. We began 1996 with a 25 showing and peaked at a 62 showing level. Most of these additions took effect in late 2Q early 3Q 1996. Note, the increased levels resulted in expenditures in 1996 to \$1.8MM. To maintain a plan that will offer a substantial showing level, across all of 1997, an additional \$0.6MM is anticipated to reach this goal.

Print:

In early 1996, we reviewed several new titles which we agreed to run in, but later decided to pull from and reallocate funds to increase frequency delivery of our base plan. This year we hope to revisit the new titles again in effort to expand the reach of our base plan through more targeted books. Anticipated expenditure \$0.4MM+/-

Production: (\$0.1-0.2MM +/-)

Print-

-To capitalize on more targeted print executions (for specific books eg, PAPER, TIME OUT) additional funds are required for additional engravings above and beyond our "traditional" print executions

OOH-

-To execute extensions on OOH boards and execute painted walls we will need additional funds.

Shelby, if you have any questions please call.

2071456390

Best regards,

Chris